Campaign Update
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University Advancement Mission
Inspire pride, commitment, and investment in UCR
UCR 2020 Advancement Priorities

» Build a sustainable culture of philanthropy
» Heighten UCR’s national profile
» Plan and execute a comprehensive fundraising campaign

What Is A Campaign

» Coordinated fundraising effort designed to increase annual private support that has:
  » time constraints
  » specific goals, including amount raised
  » defined theme and priorities
» All private support during the campaign counts toward the goal, whether or not it was designated as a priority

Types:
» Comprehensive/Capital/Endowment/Special
The Campaign for UC Riverside

- Timeframe: 2011 – 2020, to coincide with *UCR 2020*
  - “Quiet phase” began July 1, 2011
  - “Public launch” will take place in October 2016
    - 40-50% of goal raised
- Progress: $138 million raised as of 2/15/2016
- Theme: Living the Promise
- Priorities: faculty, students infrastructure

Outside consultant provided objective analysis to inform goal setting

- Capacity Analysis (2012)
  - Investment needed
- Feasibility Study (2013)
- Goal will be finalized by summer 2016

Leadership roles

- Goals and priorities
- Alignment with *UCR 2020* and unit strategic plans
- Differentiating priorities from opportunities
Advancement and Research

- (RED) Contracts and Grants: $124,296,799
- (UA) Private Support: $22,692,880

Contracts and grants

Non-government grants (reported by both VCRED and VCUA)

All support from private (non-government) sources